

REMARKS

The Advisory Action dated July 26, 2006 has been fully considered by Applicant. Applicant sincerely appreciates Examiner Shepard's excellent suggestions.

Claim 12 is currently amended. Claims 1-4, 6-7, 9-11 have been previously presented. Claims 5 and 8 have been previously canceled.

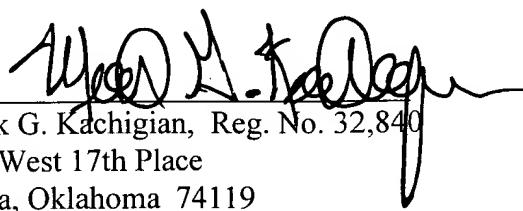
Claim 12 has been currently amended to include Examiner Shepard's suggestion to include "each program in the following time period" to further clarify that the data to generate clips or trailers for each program is downloaded and held in the storage means.

Applicant is grateful for the thorough examination of the application by Examiner Shepard and believes the application is now in condition for allowance and such action is earnestly solicited. If any further issues remain, a telephone conference with the Examiner is requested. If any further fees are associated with this action, please charge Deposit Account No. 08-1500.

Respectfully Submitted

HEAD, JOHNSON & KACHIGIAN

Dated: 13 Sept. 2006

BY: 
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